

COUNTY AFFILIATE CREATION

AND

OPERATIONS MANUAL

LIBERTARIAN PARTY
of
FLORIDA



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LET’S GET
STARTED!



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INTRODUCTION

Welcome! The Libertarian Party of Florida (**LPF**) welcomes you to our party and congratulates you for taking on the job of spreading liberty within your community. To start, we compiled this booklet to guide you through the affiliation process. Please look it through and contact the LPF with any help you may need. We are here to help!

GETTING STARTED

To start, contact your **LPF Regional Representative**¹ to find where you may acquire the registered Libertarian voter's list. You may acquire a list from the **County Supervisor of Elections**² (SOE) and one from the LPF (if available) and merge them.

You may also find out from the LPF if there are other local members interested in forming a county affiliate. Get the names and numbers of those contacts and agree on a date/time/location for an initial organizational meeting.

- » Rep - Run a mail, phone or email campaign (Keep track of good and bad addresses)
- » Rep - Follow up, call LP members and registered Libertarians for RSVP, collect email addresses (keep track)
- » Rep - You could use '**RETURN SERVICE REQUESTED**'
- » Hold Meeting - Record minutes for the meeting
- » Rep - Obtain contact information of attendees, inc. email address
- » Rep - Try to recruit volunteers for officers (Chair & Treasurer at a minimum).
- » Rep - If you get volunteers, continue to the next step. If not, set up another meeting. Once you have officers:
- » Obtain mailing address (either **PMB** or **POB**)
- » **Obtain EIN from the IRS**³
- » Acquire a bank account (may need meeting minutes and/or Const. & Bylaws to obtain bank account)
- » Fill out **DS-DE 5 Statement of Organization for Political Committee**⁴ (2 copies) and **DS DE-6, Appointment of Campaign Treasurer and Designation of Campaign Depository for Political Committees**⁵
- » Present DS-DE 5 Statement of Organization for Political Committee and '**Petition to Affiliate with LPF**⁶' and minutes from first meeting and Constitution and By-laws to the County SOE
- » Send 'Petition to Affiliate with LPF' and **Constitution**⁷ & **By-laws**⁸, or a statement that the affiliate has adopted the LPF Constitution and By-Laws, to the LPF thru Rep. State Chair will send a letter to the County SOE saying

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- | | |
|---|---|
| 1 | https://www.lpf.org/our-party/lpf-leadership/ |
| 2 | http://goo.gl/VIMGdA |
| 3 | http://goo.gl/s8FbfH |
| 4 | http://goo.gl/hN4uRD |
| 5 | http://goo.gl/zlzbfx |
| 6 | http://goo.gl/hcE6MI |
| 7 | http://goo.gl/CpluPA |
| 8 | http://goo.gl/QkHI3X |



that the LPF accepts the petition and recognizes the County LP affiliate.

ORGANIZING

Create a mission statement for your affiliate. Recognizing your goals and setting the foundations on how you will accomplish them is how you start organizing your affiliate. Identify the roles that will be needed within your organization and find volunteers who will fill those well defined roles.

TREASURER'S DUTIES

- » Chairperson or Treasurer **obtains an Employer Identification Number (EIN)**⁹
- » Set up a bank account once the affiliate is approved by the LPF Executive Committee (EC)
- » Obtain the Treasurer's Handbook from your County Supervisor of Elections (SOE)
- » **Set up appointment with County SOE**¹⁰ to learn how to upload quarterly statements, to obtain their filing requirement schedule, to discuss their expectations, and to submit your founding paperwork, including officers' information
- » Set up a bookkeeping system that will track detailed expenditures and income and submit quarterly statements timely to avoid fines
- » It is recommended to prepare an annual budget and have approved by the affiliate's EC
- » Obtain and send County affiliate's audit to the LPF Secretary and to the County SOE by April 1st annually
- » Send Form 1120 POL to the IRS if the affiliate has expenditures during the tax year that are not tax exempt. (**See IRS rules for which activities are considered exempt and non-exempt**)¹¹.



9 <http://goo.gl/3S5tFl>
10 <http://goo.gl/fKpVqj>
11 <http://goo.gl/aPm6KR>



BUILDING MEMBER LISTS

A new registered Libertarian list will be needed from the SOE, merge new names with your original merged list, collecting email addresses. This is your database of Libertarians. If you need help with managing your lists, contact the LPF Communications Committee.

- » An updated LP member list should be obtained from the LPF and merged.
- » Alter the lists with the good and bad information obtained earlier.
- » Work to get email addresses from all the libertarians to cut costs of communication.
- » You should get a new list every month from your SOE.
- » Also, get a list of the new registrations from previous month regardless of party affiliation.



MEDIA CONTACT

At this point, you should obtain a list of local media outlets for sending press releases to advertise the monthly meeting. You can try using the Public Library or Wikipedia to grab this list.

Media outlets include:

- » **Print Media:** local newspapers, magazines, newsletters, coupon books, local classifieds
- » Radio Stations (including letters to the editor)
- » TV Stations

You will need to obtain email addresses of all the correct contact persons at all of the media outlets. They all want the press releases in electronic form through email.

LOCAL GOVERNMENT OFFICIALS

Now we need to obtain a list of our government officials (for press releases and action letters). You may be able to obtain this list from the County SOE site, Public Library, or your city's website.

- » Since it is a County LP, first get all local officials such as city commissioners and council members, county commissioners, constitutional seats such as county clerk of courts, etc.
- » Then gather state-level seats such as House REP, State Senators, Governor and Cabinet.
- » Next, gather at the federal level such as Congress and Senate.
- » Finally, gather special districts such as Soil & Water, CDDs, Mosquito Control, etc.



- » This may be obtained from [Florida Special Districts](#)¹²
- » Need to subscribe to Government entity newsletters
- » Need to get county commission agendas and minutes emailed to you
- » Need to obtain information for Dems, GOP, Greens, etc. to see what they are actively doing
- » Need to obtain lists of one-issue organizations that deal with issues within our platform, sort them into pro-Libertarian and anti-Libertarian.

MARKETING & COMMUNICATIONS

- » Make sure your contact information has been posted on the LPF website, under [County Affiliates](#)¹³.
- » You may ask the LPF to create a page on their website for you to post your meetings and upcoming events.
- » You may ask the Communications Committee and the Marketing Committee to help create a county logo for your affiliate.
- » You may also ask the Committees help in creating your website for you when you have acquired the funds.
- » Create social media pages, or ask about current social Media pages you may manage such as Facebook, Twitter, Meetup.com, Reddit and other media such as TV and print.
- » You may find it beneficial to use an email list manager such as [MailChimp](#)¹⁴ to send bulk e-mail out to your members. This is useful for newsletters or sending a mass e-mail asking for donations.
- » An instant message group chat software called Slack is available for use in your county between you and your members. [Simply create an account for yourself on our site, and login.](#)¹⁵ A public channel has been created for each county. Yours will be #lpcountyname. For example, Broward County's is #lpbroward.

USING THE LISTS TO GROW

- » Ask the LPF Communications Committee to help and train you on setting up an email provider for free.
- » Create and send a monthly email newsletter and print newsletter. Update the committee on what you are doing.
- » After you have started your website, consider link sharing with like-minded groups or affiliates.
- » Try to get recipients to donate, volunteer, contribute articles, show up, sponsor with advertising, etc. Government Officials, Entities, their newsletters, media outlets, and one issue orgs.

¹² <http://www.floridaspecialdistricts.org>

¹³ <https://www.lpf.org/get-involved/the-affiliates/>

¹⁴ <http://mailchimp.com/>

¹⁵ <https://www.lpf.org/chat>





- » Find out what is going on in Government by receiving these communications
- » Then, if an issue/action/event needs attention, prepare a press release or letter to the editor.
- » Send the press release/letter to the editor to all the media outlets, any relevant one-issue organizations, and all Libertarians in your database
- » Ask your Libertarians to take appropriate action on that issue/action/event in question.
- » New registrations of NPAs, Indies, etc. - send them letter with LP brochure and blank voter registration form. Letter should have web address of how to change affiliation online.
- » Find a volunteer who is willing to find events for your area. Find the entire local city's websites to keep your affiliate updated on local events you may want to attend. When you do attend, take literature and print a copy of the Libertarian quiz to hand out. Bring clipboards to collect contact information from interested parties. You may find [generic brochures](#)¹⁶ available from your rep.
- » Candidates for office: send them the questionnaire based on the Nolan Chart - as appropriate for their office as possible.

FUNDRAISING IDEAS

Open up a PayPal or [Stripe](#)¹⁷ account so you can accept donations on your website and always include it on email communications. If you need help, ask the Communications Committee to help you create your [PayPal](#)¹⁸ button after you have created the PayPal Account.

- » Selling advertising (sponsorships) in the newsletters of varying sizes
- » Collecting dues (if by-laws allow it)
- » Raffles at the monthly meeting
- » Sending a donation letter
- » Phone drive asking for donations
- » Selling swag (shirts, mugs, etc)

16 <http://www.LPF.org/resources>

17 <https://stripe.com/>

18 <https://www.paypal.com/>



RECRUITING

Send letter to newly registered NPAs and Indies, especially younger ones.

Set up booths at events such as gun shows, flea markets, Tea Parties, County Fairs, etc. Bring brochures and voter registration forms as well as the

LPF Libertarian Quiz¹⁹. Find a volunteer who can find all the local cities in your area, find their websites on the internet. Cities are always promoting events and looking for vendors to participate at these events. Have your event volunteer gather the data of these events to consider attending. Bring clipboards to gather individuals contact information.

- » 'Bring a friend' - get Libertarians to sign up apolitical family and friends.
- » Attend meetings of agreeable one-issue organizations, invite them to your monthly meeting.
- » Offer to do public speaking at events.
- » Go on the radio, TV, etc.
- » Social networking sites such as Facebook, Twitter, Google Plus, and Meetup.

